

Print Advertisement Analysis

Directions:

In your small groups, analyze the following print ads. On a separate sheet of paper, write down your thoughts on each ad. Respond to the following questions:

- 1) What marketing strategies are being used in the ad?
- 2) What makes the ad visually appealing to consumers?
- 3) How successful do you think the ad would be in providing customers an incentive to buy the product?
- 4) What could have made the advertisement better?
- 5) What comparisons/contrasts can you make between the older ads and the modern ads, especially when they are for the same products?

DON'T FOOL YOURSELF

Since halitosis never announces itself, to the victim, you simply cannot know when you have it.



Halitosis makes

It is unexcusable . . . can be instantly remedied

you unpopular

No matter how charming you may be or how fond of you your friends are, you cannot expect them to put up with halitosis (unpleasant breath) forever. They may be nice to you—but it is an effort.

Don't fool yourself that you never have halitosis as do so many self-assured people who constantly offend this way.

Read the facts in the lower right hand corner and you will see that your chance of escape is slight. Nor should you count on being able to detect this ailment in yourself. Halitosis doesn't announce itself. You are seldom aware you have it.

Recognizing these truths, nice people end any chance of offending by systematically rinsing the mouth with Listerine. Every morning. Every

night. And between times when necessary, especially before meeting others.

Keep a bottle handy in home and office for this purpose.

Listerine ends halitosis instantly. Being antiseptic, it strikes at its commonest cause—fermentation in the oral cavity. Then, being a powerful deodorant, it destroys the odors themselves.

The new baby—
LISTERINE SHAVING CREAM
—you've got a treat ahead of you.—
TRY IT!



If you have any doubt of Listerine's powerful deodorant properties, make this test: Rub a slice of onion on your hand. Then apply Listerine clear. Immediately, every trace of onion odor is gone, even the strong odor of fish yields to it. Lambert Pharmaceutical Company, St. Louis, Mo., U. S. A.

READ THE FACTS

1/3 had halitosis

68 hairdressers state that about every third woman, many of them from the wealthy class, is halitoxic. Who should know better than they?

LISTERINE

The safe antiseptic

Listerine Ad - 1928.

"Halitosis" is a scientific way of saying, "bad breath."

New Listerine Whitening
Advanced Strips



Whiten
Up the party.



Upgrade your smile to
BEAUTIFUL.

www.listerine.com



There's nothing like giving folks what they want

No need to ask their preference. When you have Coca-Cola, enough Coca-Cola, on hand you please everyone. And remember to serve Coke ice cold, right in the bottle. That's the popular way.



Copyright 1955, The Coca-Cola Company

"COKE" IS A REGISTERED TRADEMARK.

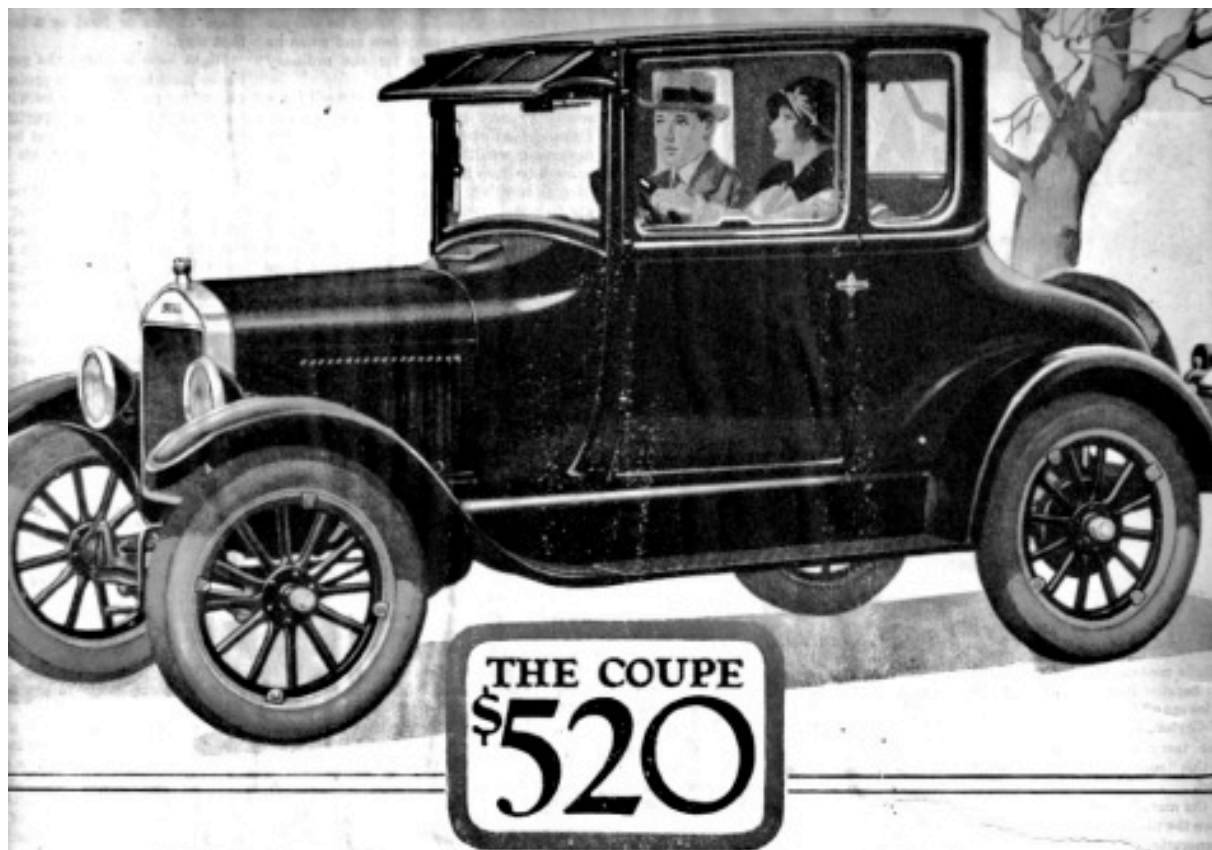
Coca-Cola Ad - 1955



UNLOCK THE
007 IN YOU

SKYFALL
007

ONLY IN CINEMAS



Easier to handle - safer to drive

The driving control of the Ford car is exceedingly simple, yet always dependable. It effectively reduces the possibilities of accidents—particularly in crowded city traffic. Foot pedal gear changing, powerful brakes, short wheelbase and full visibility, afforded by the all-steel body construction with narrower pillars and large plate-glass

windows, are important reasons why Ford owners enjoy such security. Let the nearest Authorized Ford Dealer explain the many features of Ford cars and demonstrate their easy handling. Get full particulars about convenient time payment plans.

RUNABOUT, \$260 • TOURING, \$290 • COUPE, \$520
TUDOR SEDAN, \$580 • FORDOR SEDAN, \$660
All prices F. O. B. Detroit

FORD MOTOR COMPANY, DETROIT, MICH.


Ford



Introducing
**A STUNNING
FEAT**



The Entirely New Lexus ES

 LEXUS



Lysol

Disinfectant

Reg. U. S. Pat. Off.

Kills germs in dark corners

Closets, shelves, corners, and all dark, out-of-the-way nooks in the house are favorite breeding spots for disease germs.

To avoid contagious sickness, clean all such places with water that contains a little Lysol Disinfectant—once a week.

Lysol Disinfectant, having five times the germ-killing strength

of carbolic acid, eliminates germ life that you cannot see. Being soapy in substance, it also removes the dust and dirt that you can see.

A 50c bottle makes 5 gallons of germ-killing solution. A 25c bottle makes 2 gallons.

Lysol Disinfectant is also invaluable for personal hygiene.

Send for free samples of these Lysol products

Lysol Shaving Cream in Tubes

Takes the stubbiness out of beards almost immediately. In addition, it renders the razor and shaving brush especially clean and guards tiny cuts from infection. At druggists' everywhere.

Lysol Toilet Soap 25c a Cake

Does all that a good soap should do, and in addition it protects the health of the skin. Delightfully soothing, healing, and helpful for improving the skin. At druggists' everywhere.

A Postcard Brings Free Samples

The men folks will be glad to try Lysol Shaving Cream. A sample of Lysol Toilet Soap will also be included. Have your family try it. Send your name and address on a postcard.

LEHN & FINK, Inc.,
433 Greenwich Street, New York
Makers of Fabon Toilet Paper

Exclusive Agents: Howard F. Butler & Co., Limited, 11 McCall St., Toronto

INTRODUCING THE CLEANER FOR WHAT MATTERS MOST: PEOPLE.

Lysol's new Power & Free, 1% hydrogen peroxide formula, removes thousands of invisible germs for a deep clean without the harshness of bleach. Because a cleaner should be for more than just germs and dirt, it should be for the people who use it.

The Lysol logo is displayed in a stylized, blue, cursive font. Below the logo, there is a red banner with white text that reads "POWER & FREE".



© 1961 by Kellogg Company

“The best to you each morning”

Best liked (World's favorite)
Best flavor (Kellogg's secret)
Worst to run out of

Kellogg's CORN FLAKES



Kellogg's Ad - 1961

See how lowfat milk helps
Heidi Klum look and feel her best
at [facebook.com/bodybymilk](https://www.facebook.com/bodybymilk)

© 2011 AMERICA'S MILK PROCESSORS

Finishing touch. **got milk?**

